

RESPONSE OF NONSMOKERS TO
CIGARETTES AND CIGARETTE SMOKE

Summary Report
Phase I of Developmental Study

1003294466



Response Analysis

Research Park, Route 206
Princeton, New Jersey 08540
(609) 921-3333

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INTRODUCTION

This is a report on the first phase of a developmental study on the Response of the Nonsmoker to Cigarette Smoke and Smoking Behavior. The specific purpose of the first phase was to develop a list of annoyances and irritations drawn from the commonplace experiences of contemporary American life. We were interested in the annoyances that are part of the everyday life of American adults, and not necessarily in the rare or unusual event.¹

This first phase of the study was qualitative rather than quantitative -- the purpose was to develop a list, rather than to count frequencies. As now planned, the study includes two additional steps:

- A second phase of the developmental study: a fairly lengthy list of annoyances, constructed largely from the results of the first phase, will be tested with a small national sample of adults.

The purpose of this step will be to get rough measures of the degree of the annoyances, as well as rough counts of the frequency with which they occur. These results will then be used to select a smaller number of annoyances for a larger, more quantitatively oriented national survey.

- The national survey of nonsmokers: this will be large enough for a precise appraisal of annoyances related to smoke and smoking, in comparison with the remainder of the array of everyday annoyances.

This survey will also be used to explore the characteristics of persons with a high degree of aversion to smoke and smoking and to provide a broad context of attitudes toward smoking and smokers.

Our procedure in the first phase was to go to a widely dispersed sample of 207 adults and ask, in effect, "what annoys you?". Interviewers visited households in 25 sample locations in metropolitan areas in all parts of the United States for this phase of the work. An average of approximately eight persons were interviewed in each location -- men and women of all ages, and from all walks of life. For this developmental step, we talked with smokers as well as nonsmokers. We did not, for purposes of this phase, want to use a screening technique which might produce an undesired emphasis on smoking or smoke. The sampling procedure is described in the Appendix, along with a summary of the characteristics of the persons interviewed.

Using a variety of questions, each respondent was asked to mention things that were personally annoying. To get at a wide range of possible annoyances, respondents were asked about things that happened yesterday, or from time to time, large or small.

¹The only large scale study of this type that we know about was carried out in the 1920's. See Hulsey Cason, Common Annoyances: A Psychological Study of Every-day Aversions and Irritations, Psychological Monographs, Vol. 40, No. 2, 1930.

Interviewers were provided with instructions and suggested probes to get at annoyances of different types, in a variety of settings, and in adequate detail to understand the cause of the annoyance.

Two forms of the questionnaire were used, each form in one-half of the interviewing locations. Both forms included a general set of questions on annoyances and irritations. One of the two forms included an additional question specifically about annoyances related to cigarettes or cigarette smoking. The purpose of the additional question was to broaden the range or examples of smoking-related annoyances for possible use in the next phase of the study. In fact, most of the annoyances related to cigarettes, smokers and smoke were reported in answer to the specific question on that topic.

A copy of all questions and of the questionnaire instructions for interviewers is included in the Appendix.

In addition to the Appendix materials, the remainder of this report is in two sections: (1) a summary of reported annoyances, classified to provide a sense of the pattern of mentions; and (2) a view of the plan for the next phase of the study, with a suggested list of annoyances to be included in that phase.

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REPORTED ANNOYANCES

Classification procedure

The purpose of the classification procedure was to array annoyances systematically, to give us a sense of the pattern of mentions, but not to provide precise quantitative findings.

The groupings of annoyances are based primarily on the "offending" item, person, or activity, rather than on the particular sense that is offended. Thus, "traffic noise" and "kids running through the house making noise" are grouped under headings appropriate to traffic and household matters, respectively, rather than under noise. In some cases, subgroupings have been used to retain the additional detail, such as noise, odors, etc.

A general order of priority was established for groupings of annoyances attributed to the behavior of other people. An annoyance resulting from the action of an individual is grouped, whenever possible, by the specific role played by the individual at the time of the action -- for example: smoker, driver, boss, family member.

This general approach to classification of annoyances stems from a focus of attention on annoyances related to cigarettes, smokers, and smoking. Annoyances of these types were kept together in the classification procedure, rather than dispersed among categories related to odors, dirt or litter, or more general mentions. Our intent later in the study, of course, is to position annoyances related to cigarettes and smoking -- among other types of annoyances -- in terms of frequency with which they are encountered and degree of annoyance.

All comments were transcribed onto 3" x 5" memo slips to facilitate sorting and grouping. Some general comments about the weather and about the institutions of American life (primarily government and the economy) were not included in the classification system or in the counts recorded below, or in the three tables which follow.

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Summary of reported annoyances: general questions

A total of 852 annoyances or irritations were reported in answer to the general questions we asked (not counting answers to the additional question on smoking and smokers) -- an average of about four mentions by each of the 207 study respondents. The pattern of content is shown in Table 1. Keep in mind that some of the classifications are relatively specific in nature, others are more general. Three classifications which include the largest numbers of reported annoyances are:

- Household activities or family problems
- Automobiles, trucks, drivers, and traffic
- Behavior or physical characteristics of "other" people (not classified according to a more specific role)

Twenty-six annoyances related to cigarettes, smokers, and smoke were reported in answer to the general questions -- about 3 percent of the total of 852 annoyances.

Substantial additional detail on types of annoyances and irritations is shown in Table 2.

Additional question on smoke and smokers

Eighty-nine annoyances or irritations related to smoke and smokers were mentioned by the 103 survey respondents who were asked the additional question. This, of course, is an average of slightly less than one mention per person. A summary of the types of annoyances is presented in Table 3.

A complete verbatim list of comments on cigarettes, smokers, and smoke is included in the Appendix.

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TABLE 1
SUMMARY OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS

SUMMARY CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
<u>TOTAL</u>	<u>852</u>	<u>412</u>
A. CIGARETTES, SMOKERS, AND SMOKE***	26	13
B. AUTOMOBILES, TRUCKS, DRIVERS, AND TRAFFIC	128	62
C. PUBLIC TRANSPORTATION	23	11
D. TELEVISION	37	18
E. TELEPHONE	26	13
F. SHOPPING EXPERIENCES, PROBLEMS WITH PRODUCTS AND SERVICES	105	51
G. ANIMALS	31	15
H. PUBLIC PLACES	44	21
I. JOB, BUSINESS, SCHOOL	81	39
J. HOUSEHOLD ACTIVITIES OR FAMILY PROBLEMS	168	81
K. BEHAVIOR OR PHYSICAL CHARACTERISTICS OF OTHER PEOPLE	154	74
L. PERSONAL SHORTCOMINGS	29	14

*Some persons mentioned two or more annoyances in the same classification. Thus the number of mentions is not necessarily the number of different persons who mentioned an annoyance in a given class.

**Number of mentions per 100 respondents (sample size for this Table is 207).

***For cigarettes, smokers, and smoke, the numbers of mentions shown in this table are those given in answer to the general questions on annoyances and irritations.

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
A. <u>CIGARETTES, SMOKERS, AND SMOKE***</u>	<u>26</u>	<u>13</u>
1. <u>Cigarettes are messy, dirty: Cleaning out ashtrays; the butts that are left; dropped ashes are messy; burnt my pants with a cigarette</u>	1	#
2. <u>Odor is annoying: Doesn't smell good; the smell repulses me; the smell clings to your clothes; the smell of stale cigarettes</u>	4	2
3. <u>Smoke is irritating, annoying: Smoke when I'm closed up in a car; it irritates me when it's in my face; it makes me cough; it chokes me</u>	4	2
4. <u>Inconsiderate smokers: Smokers who are not careful; people blowing smoke in my face</u>	4	2
5. <u>Don't like to see people smoking: To see young people smoking</u>	0	0
6. <u>General and miscellaneous mentions: Smoking in public places; cigarette advertising</u>	13	6

Less than one mention per 100 respondents.

*Some persons mentioned two or more annoyances in the same group. Thus the number of mentions is not necessarily the number of different persons who mentioned an annoyance.

**Number of mentions per 100 respondents (sample size for this table is 207).

***For cigarettes, smokers, and smoke, the numbers of mentions shown in this table are those given in answer to the general questions on annoyances and irritations.

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS (continued)

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
B. <u>AUTOMOBILES, TRUCKS, DRIVERS, AND TRAFFIC</u>	<u>128</u>	<u>10</u>
1. <u>Automobile breakdowns, repairs:</u> Flat tire; car won't start; heater doesn't work	20	10
2. <u>Careless, rude, inconsiderate drivers:</u> People honking their horn at me; people not signaling turns; tailgaters; slow drivers; people who cut me off; people parking improperly	62	30
3. <u>Traffic:</u> Heavy traffic; rush hour traffic; exhaust fumes	22	11
4. <u>General and miscellaneous mentions:</u> Potholes; 55 mile per hour speed limit; motorcycles; no parking spots available; no car available	24	12
C. <u>PUBLIC TRANSPORTATION</u>	<u>23</u>	<u>11</u>
1. <u>Crowding:</u> Crowded on the buses; crowding on the train; pushing and shoving on the subway	10	5
2. <u>Poor service:</u> Bus was late; train schedule is unreliable; discontinued service	9	4
3. <u>General and miscellaneous mentions:</u> Filthy train car	4	2

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS (continued)

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
D. <u>TELEVISION</u>	<u>37</u>	<u>18</u>
1. <u>Too much sex and violence: Showing bloody noses; so many people killed</u>	11	5
2. <u>Excessive, obnoxious or misleading advertising: Geared to morons; unrealistic; full of lies; take up too much time</u>	10	5
3. <u>General and miscellaneous mentions: Nothing good to watch, technical difficulties; loud rock and roll music</u>	16	8
E. <u>TELEPHONE</u>	<u>26</u>	<u>13</u>
1. <u>Annoying calls, rude, inconsiderate callers: Wrong numbers; people who hang up when I answer; someone trying to sell something over the phone</u>	13	6
2. <u>Excessive phone calls: More calls than I can handle; people talking too long on the phone; phone calls when I am busy</u>	8	4
3. <u>General and miscellaneous mentions: Busy signal; no answer; the person I want to talk to is not at home</u>	5	2

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS (continued)

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
F. <u>SHOPPING EXPERIENCES, PROBLEMS WITH PRODUCTS AND SERVICES</u>	<u>105</u>	<u>51</u>
1. <u>Incompetent, rude, or inefficient service:</u> rude sales people; mechanic who doesn't diagnose my car's problems correctly; incompetent repairmen; land- lord doesn't repair things; shortages on things I want at the market	39	19
2. <u>Waiting in line:</u> Waiting in line at the supermarket, movies, banks, stores, restaurant, doctor's office, garage	37	18
3. <u>Poor quality products:</u> Food that tastes like cardboard; vacuum cleaner is always breaking; ski bindings broke; poor qual- ity magazines; movie language wasn't nice	14	7
4. <u>General and miscellaneous mentions:</u> Can't find what I want when shopping; inadequate nutrition information on food labels; smell at the market was bad; door to door salesmen	15	7
G. <u>ANIMALS</u>	<u>31</u>	<u>15</u>
1. <u>Other animals:</u> Dogs messing in our front yard; pets running loose; dogs barking; bird droppings	25	12
2. <u>Own animals:</u> Dog had an accident on the floor; my dog barks; kitty scratches my furniture; dog wants out while I'm preparing dinner	6	3

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS (continued)

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
H. <u>PUBLIC PLACES</u>	<u>44</u>	<u>21</u>
1. <u>Litter, graffiti, noise, and odors:</u> Dirty streets; trash in the streets; writing on walls; people don't use garbage recepticals in the park; noise in the city; the smell of tar on the street; sewer gases; airplane noise	18	9
2. <u>General and miscellaneous mentions:</u> Dirty restrooms; no paper towels in the restroom; no bus shelters; pro- fanity in public places; pushing and shoving in bars and restaurants; dress codes for restaurants; sidewalks not cleared of snow; crowded parks; dope peddlers on the street	26	13
I. <u>JOB, BUSINESS, SCHOOL</u>	<u>81</u>	<u>39</u>
1. <u>Problems with boss or supervisor:</u> Boss is cutting my work hours; my boss takes credit for my work; boss's attitude; boss expects too much; boss plays favor- ites; boss yells at me for mistakes	20	10
2. <u>Problems with fellow employees:</u> People I work with won't accept responsibility; everybody talking about everybody else at work; the people I work with are petty; people don't do their jobs	18	9

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS (continued)

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
3. <u>Job irritants and frustrations:</u> Over-night travel out of town; interruptions at work; working seven days a week; working overtime; cold office; equipment breakdowns; late getting to work; flunked a test; couldn't finish my work	30	14
4. <u>Problems with employees and customers:</u> Customers who can't be pleased; customers in a big rush; people not showing up for work; can't find reliable help	13	6
<u>J. HOUSEHOLD ACTIVITIES OR FAMILY PROBLEMS</u>	<u>168</u>	<u>81</u>
1. <u>Family quarrels, arguments, disagreements:</u> Spouse does not listen when I'm talking; wife and I had an argument; husband and oldest daughter "exchanged words"; daughter-in-law and son bickering; brother's lack of responsibility; kids fighting	34	16
2. <u>Annoyances and problems with own children:</u> Kids wanting to talk when I'm trying to watch TV; I have teenagers and we seem to have grown apart; kids slamming doors; my son not doing better in school; when my daughter gets home late	33	16
3. <u>Messes people make:</u> Kids not picking up and putting away their toys; the mess in the boys' room; my husband being so sloppy; roommate leaving the oven a mess; boots, rubbers and shoes left right in front of the door	16	8

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS (continued)

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
4. <u>Family member's idiosyncracies and lack of consideration:</u> Husband rattling newspaper; daughter talks too much; wife's snoring; husband late for dinner; unexpected company	40	19
5. <u>Household chores:</u> Stove dirty again after I just cleaned it; having to put all the stuff back in the kitchen; had to shovel snow; cleaning the bathroom; too much laundry; washing dishes; never get any housework done	23	11
6. <u>General and miscellaneous mentions:</u> People who wake me up; house is too small	10	5
K. <u>OTHER PEOPLE</u>	<u>154</u>	<u>74</u>
1. <u>Rude, inconsiderate, or careless people:</u> A guy jabbed me and didn't apologize; nobody cares about anyone except themselves; unkindness of people; impatient people pushing and shoving; loud music at night; teenage girls using profanity on the trolley; juveniles destroying property; noisy people in movie theaters; kids running loose	98	47
2. <u>Braggarts, gossips, liars, etc.:</u> People who think too much of themselves; can't keep their mouths shut; try to impress other people; conceited people; game-playing; overly aggressive behavior; not minding their own business; complaining about other people; people who lie	34	16

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TABLE 2

DETAILED CLASSIFICATION OF REPORTED ANNOYANCES:
ANSWERS TO GENERAL QUESTIONS (continued)

DETAILED CLASSIFICATIONS	Number of Mentions*	Per 100 Respondents**
3. <u>Fighting</u> : Fought with my girl and then with my buddy; neighbors bickering; people who argue in public; neighbors' kids fight	11	5
4. <u>General and miscellaneous mentions</u> : People grinding their teeth; talking too much; women who talk real loud and fast; young ladies that are too fat	11	5
L. <u>PERSONAL SHORTCOMINGS</u>	<u>29</u>	<u>14</u>
1. <u>Personal shortcomings</u> : I was tired from lack of sleep; broke the glass in a picture frame; got up late; lost my contact lenses; didn't have my checkbook; forgetting things I need at the store; if I can't sink a putt; ate too many cookies; drank too much	29	14

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TABLE 3

ANNOYANCES RELATED TO CIGARETTES, SMOKERS, AND SMOKE:
ANSWERS TO SPECIFIC QUESTION ON CIGARETTES AND SMOKING

DETAILED CLASSIFICATIONS	Number of Mentions	Per 100 Respondents*
A. <u>CIGARETTES, SMOKERS, AND SMOKE</u>	<u>89</u>	<u>86</u>
1. <u>Cigarettes are messy, dirty:</u> Cleaning out ashtrays; the butts that are left; dropped ashes are messy; burnt my pants with a cigarette	12	11
2. <u>Odor is annoying:</u> Doesn't smell good; the smell repulses me; the smell clings to your clothes; the smell of stale cigarettes	22	21
3. <u>Smoke is irritating, annoying:</u> Smoke when I'm closed up in a car; it irritates me when it's in my face; it makes me cough; it chokes me	31	30
4. <u>Inconsiderate Smokers:</u> Smokers who are not careful; people blowing smoke in my face	9	9
5. <u>Don't like to see people smoking:</u> To see young people smoking	6	6
6. <u>General and miscellaneous mentions:</u> Smoking in public places; cigarette advertising	9	9

*Number of mentions per 100 respondents. A total of 89 comments were made by 103 persons who were asked this question. Some persons mentioned two or more annoyances related to cigarettes, smokers, and smoke. Thus, the numbers do not refer to the number of different persons who mentioned an annoyance of this type.

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PLAN FOR PHASE II

Annoyance items

We plan to complete interviews with approximately 200 respondents in the second phase of the developmental study, selected in the same way as the sample for the first phase. Each person in the sample will be asked to respond to 60 items, on degree of annoyance and frequency with which they are encountered.

To make good use of this phase of the study, we plan to divide the sample into two groups of 100 respondents each. Of the total of 60 items on annoyances, 30 will be common to both groups of respondents. The additional 30 items will be prepared in two versions, A and B. The purpose is to test for effects of small differences in content and to provide for variations in wording on the same topic. Thus, in all, 90 items will be used in this phase of the developmental effort:

- 30 items for the full sample of 200 respondents
- 30 items, Version A, for half of the sample
- 30 items, Version B, for half of the sample -- these items are similar to Version A, but with some variation in content or wording

In our analysis we will look at interview results for each item and also at the differences in results between pairs of items. Large or consistent differences, if they should occur, will be apparent in the pattern of results. The better we understand the distinctions made by respondents, including the effects of wording differences, the better able we will be to narrow down to 30 or so items to be used in the full scale study.

The full set of 90 items suggested for the next phase of the study is listed on the following pages. Pairs of items are shown consecutively in the list, with the item number followed by "a" or "b." (For example, items 1a and 1b are a pair, with each item to be used for half of the sample.)

The list of items is organized in the same order as the major groupings in the tables in the preceding section. In developing the list, our intent was to provide a reasonably complete range of items over all of the groups of annoyances that came up in the first phase, but not necessarily to reflect the frequency with which specific annoyances were mentioned.

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SUGGESTED ANNOYANCE ITEMS FOR
PHASE II OF DEVELOPMENTAL STUDY

A. CIGARETTES, SMOKERS AND SMOKE*

- 1a. Seeing an ashtray full of cigarette butts.
- 1b. Seeing cigarette ashes on the floor.
- 2a. Cigarette smoke drifting in my direction.
- 2b. The odor of cigarette smoke.
- 3a. Walking into a room with the odor of cigarettes in the air.
- 3b. Walking into a room full of cigarette smoke.
- 4a. Being near a person smoking cigarettes.
- 4b. Someone blowing cigarette smoke in my face.
- 5a. To see a teenager smoking a cigarette.
- 5b. To see a good friend smoking a cigarette.
- 6a. Someone smoking in a car that I am riding in.
- 6b. Someone near me in a restaurant smoking a cigarette while I'm eating.

B. AUTOMOBILES, TRUCKS, DRIVERS, AND TRAFFIC

- 7a. Not being able to start my car.
- 7b. Not having a car available when I need it.
- 8a. Drivers honking their horns.
- 8b. Someone honking their automobile horn at me.
- 9. Drivers who don't use their signal lights.
- 10. Drivers cutting in front of me.
- 11. The odor of exhaust fumes from cars and trucks.

*In this list, items are grouped in summary classifications used for annoyances reported in Phase I of the study. In the actual Phase II questionnaire, items in all groups will be interspersed.

Item numbers followed by (a) or (b) are proposed for Version A or Version B of the questionnaire, respectively.

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B. AUTOMOBILES, TRUCKS, DRIVERS, AND TRAFFIC (continued)

- 12a. Getting caught in a traffic jam.
- 12b. Being in rush hour traffic.
- 13a. Not being able to find a parking space.
- 13b. People parking improperly.

C. PUBLIC TRANSPORTATION

- 14a. Being on a crowded bus or train.
- 14b. Standing on a bus or train because there are not enough seats.
- 15. Waiting for a late bus or train.
- 16. Riding on a filthy bus or train.

D. TELEVISION

- 17. Seeing people shot and beaten up on television.
- 18. Programs on television about homosexuals.
- 19. Television advertising that talks down to people.
- 20a. A television commercial that interrupts a program I am enjoying.
- 20b. Frequent commercial interruptions on television.
- 21. Not being able to find anything I want to watch on television.
- 22. Poor television reception.

E. TELEPHONE

- 23a. People who hang up the phone when I answer.
- 23b. Answering the phone to find it's a wrong number.
- 24. Someone trying to sell me something over the telephone.
- 25a. Constant ringing of the telephone.
- 25b. Getting a phone call when I am busy.
- 26. Other people spending a lot of time on the phone.

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E. TELEPHONE

- 27a. Getting a busy signal when I make a telephone call.
- 27b. Getting no answer when I make a telephone call.
- 28. Not being able to get to the phone before it stops ringing.

F. SHOPPING EXPERIENCES, PROBLEMS WITH PRODUCTS AND SERVICES

- 29a. Store clerks talking to each other while I am waiting for service.
- 29b. Waiting for service in a store.
- 30. Advertised sale items not available in the store.
- 31. Not being able to find what I want when shopping.
- 32a. Standing in line at a supermarket.
- 32b. Standing in line at a bank.
- 33a. Waiting for a serviceman to show up to repair an appliance.
- 33b. Household appliances breaking down.

G. ANIMALS

- 34a. Dogs messing in front of my home.
- 34b. Seeing dogs mess in the street.
- 35a. Barking dogs.
- 35b. Barking dogs in the middle of the night.

H. PUBLIC PLACES

- 36a. Seeing someone throw trash out of their car window.
- 36b. Seeing litter along the highway.
- 37. Seeing slogans or drawings on the walls of public buildings.
- 38. The odor of sewers.
- 39a. Seeing trash on the ground in the park.
- 39b. Seeing someone throw trash on the ground in the park.
- 40a. Dirty public restrooms.
- 40b. No paper towels in public restrooms.

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H. PUBLIC PLACES

- 41. Hearing profane language in public places.
- 42. The smell of tar on the street.

I. JOB, BUSINESS, SCHOOL

- 43. Getting blamed for something that is not my fault.
- 44a. Other people not doing their fair share of work.
- 44b. People who are habitually late to work.
- 45. Someone else taking the credit for something I do.

J. HOUSEHOLD ACTIVITIES OR FAMILY PROBLEMS

- 46. When I want to do something and no one else is interested.
- 47. Hearing other people argue.
- 48a. Having children around all the time.
- 48b. Children not picking up their toys.
- 49a. When I am talking to someone and they are not listening.
- 49b. Everyone making so much noise I can't talk.
- 50. Something spilling after I've just cleaned up.
- 51a. A faucet that drips constantly.
- 51b. Running out of hot water.
- 52a. Someone in my family asking me to do something when I need time for myself.
- 52b. Not having time to do the things I need to do at home.

K. OTHER PEOPLE

- 53. Someone cutting in front of me when I am waiting in line.
- 54. Loud parties next door late at night.
- 55. Someone making noise in a theater.
- 56. Children showing disrespect for their parents.
- 57. Someone not returning something they borrowed.

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K. OTHER PEOPLE (continued)

58a. Hearing other people gossip.

58b. Having people lie to me.

59. Neighbors arguing loudly.

L. PERSONAL SHORTCOMINGS

60a. Forgetting something I need at the store.

60b. Oversleeping.

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Proposed questionnaire

The questionnaire for Phase II of the developmental work is planned primarily as a vehicle to obtain an array of ratings on degree of annoyance, and the frequency with which they occur, for 90 specific things and situations drawn from the first phase of the study. The actual questionnaire will include:

- Introductory questions -- see questions 1-3 (green pages). These are in the questionnaire mainly to get the interview started in an easy, nonthreatening way. The questions are similar to the first few in Phase I of the study.
- Ratings on degree of annoyance and the frequency with which the situation occurs -- see questions 4-5. These questions are similar to those we used in an informal pretest of an early version of the questionnaire. For degree of annoyance, we are planning to adopt the rating scale used by Hulsey Cason.
- Background questions and information provided by interviewer -- see B1-B12. These are the same as those used in the Phase I questionnaire.

The questionnaire will be administered to approximately 200 respondents in 25 metropolitan area locations.

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Response Analysis Corporation
Princeton, New Jersey

NATIONAL ACTIVITIES QUESTIONNAIRE

We are studying the kinds of things that happen to people on a day-to-day basis. Some of the things we will talk about are common, everyday occurrences; others might happen only once in a while.

1. To begin the interview, we have a fairly general question about the kinds of things that people do in an average day. During the last 24 hours, which of these things have you done? HAND RESPONDENT CARD A.

- 1 SHOPPED FOR FOOD
- 2 GONE TO A MOVIE OR PLAY
- 3 WATCHED TELEVISION
- 4 VISITED WITH PERSONS OTHER THAN THOSE IN
YOUR HOUSEHOLD
- X NONE OF THESE THINGS

2. What happened to you yesterday that was especially pleasant?

3. What happened to you yesterday that was especially unpleasant?

1003294491

4. This list includes situations which some people find annoying or irritating, and other people don't mind. How do you personally feel about each one -- when this happens, how annoying is it to you?

	<u>Extremely Annoying</u>	<u>Moderately Annoying</u>	<u>Slightly Annoying</u>	<u>Not Annoying</u>	<u>Have Not Been in the Situation</u>
	3	2	1	0	X
<i>List of 60</i>	3	2	1	0	X
<i>items. See</i>
<i>methodological</i>
<i>notes on page 25</i>
	3	2	1	0	X

5. This next list includes the same situations. This time, whether or not you find it annoying or irritating, please tell us how often you run across each situation -- does it happen to you rarely or never, once in a while, fairly often, or frequently?

	<u>Rarely or Never</u>	<u>Once in a While</u>	<u>Fairly Often</u>	<u>Frequently</u>
	0	1	2	3
<i>List of 60 items.</i>	0	1	2	3

	0	1	2	3

1003294492

I would like to finish the questionnaire with a few background questions.

- B1. What is your marital status?
- 1 MARRIED
 - 2 SINGLE
 - 3 WIDOWED, DIVORCED, SEPARATED

HAND RESPONDENT EXHIBIT CARD B, SIDE 1

- B2. In which of the following groups does your age fall? You can just read me the number in front of your answer.
- 1 18-24 YEARS
 - 2 25-34 YEARS
 - 3 35-44 YEARS
 - 4 45-54 YEARS
 - 5 55-64 YEARS
 - 6 65 YEARS AND OVER
- B3. What was the last grade of school that you completed?
- 1 DID NOT GRADUATE FROM HIGH SCHOOL
 - 2 HIGH SCHOOL GRADUATE
 - 3 SOME COLLEGE
 - 4 COLLEGE GRADUATE OR MORE
- B4. To which one of the following employment groups do you belong?
- 1 NOT EMPLOYED OUTSIDE OF THE HOUSE
 - 2 EMPLOYED PART TIME
(less than 30 hours a week)
 - 3 EMPLOYED FULL TIME
(30 hours or more a week)
 - 4 UNEMPLOYED, LOOKING FOR WORK
- B5. One final question. Which of the statements on the other side of the card best describes you? (SIDE 2)
- 1 NEVER SMOKED CIGARETTES (never smoked as many as 100 cigarettes [5 packs] in my entire life)
 - 2 FORMER CIGARETTE SMOKER (smoked 100 or more cigarettes in my life, but I do not smoke cigarettes now)
 - 3 CURRENT CIGARETTE SMOKER

TAKE BACK EXHIBIT CARD

- B6. Thank you very much for your help. Just for interview verification purposes, may I have your name and phone number, please?

RESPONDENT'S NAME

()
AREA CODE

PHONE NUMBER

INTERVIEWER: RECORD THE FOLLOWING INFORMATION

- B7. SEX
- 1 MALE
 - 2 FEMALE
- B8. DAY OF WEEK INTERVIEW COMPLETED:
- 1 SUNDAY
 - 2 MONDAY
 - 3 TUESDAY
 - 4 WEDNESDAY
 - 5 THURSDAY
 - 6 FRIDAY
 - 7 SATURDAY
- B9. INTERVIEW LOCATION NUMBER: _____
- B10. DATE: _____
- B11. LENGTH OF INTERVIEW: _____ MINUTES.
- B12. INTERVIEWER'S SIGNATURE: _____

1003294493

Notes on methodology

As noted earlier, we plan to use Phase II to study the effects of minor variations in wording and content of the annoyance items (Version A vs. Version B). In addition, we propose to take advantage of the next phase of the study to explore two other methodological points:

- Possible effects of the sequence in which the annoyance items appear. There is some evidence to suggest that the overall level of ratings may depend on whether the list starts with a situation that would be extremely annoying to many people, or one that would be annoying to few people.*

In order to test for possible effects of this type, we propose to present the same situations to different subsamples of respondents, in two different orders. One sequence would start with an item which is likely to be rated as extremely annoying by many people. A second sequence would start with an item which is likely to be rated as extremely annoying by very few people.

- Possible effects of the way in which the rating scale is presented.

In the draft of the proposed questionnaire (Question 4) the scale is presented with "extremely annoying" on the left and "not annoying" on the right. These positions, as well as those of the intermediate response alternative, will be reversed for half of the total sample of respondents.

The purpose of these variations is to provide an indication of the sensitivity of responses to variations in the way questions are presented to respondents.

*Hayes, Donald P., "Item Order and Guttman Scales," American Journal of Sociology, (70) July, 1964.

1003294494

APPENDIX

Details of Phase I Results and Procedures

1003294495

VERBATIM LIST OF ANNOYANCES RELATED TO
CIGARETTES, SMOKE, AND SMOKERS

1. CIGARETTES ARE MESSY, DIRTY (13 mentions)

Cleaning out ashtrays.

The mess.

Dropped ashes are so messy. If it falls on a carpet or tablecloth, it could start a fire.

*Burnt my pants with a cigarette.

The ashes, the butts that are left.

I don't like it when people smoke in the store and I can't tell them not to, and I don't like to see their (discarded) butts around everywhere.

I can't stand the ashes in ashtrays.

Dirty ashtrays.

Curtains get yellow real fast (from the smoke).

Dirty ashtrays.

When someone comes to dinner and instead of asking for an ashtray, takes a saucer and puts their cigarettes out in it.

Just the smoke and the mess.

Ashes on the floor.

2. ODOR IS ANNOYING (26 mentions)

*It doesn't smell good.

Makes my clothes smell bad.

The smell bothers me. My sinuses -- it gives me a headache and bugs me.

I don't like the smell of the smoke. It gives me a headache.

I hate it. People smoking and destroying their lungs and my lungs. It stinks. I come home smelling like a walking cigarette.

*The smell of my husband's pipe smoke makes me ill.

The presence of cigarettes and of people who are smoking -- it smells bad.

I don't want to sit next to people who smoke. The smell repulses me.

*Cigarette smoke in the bar. The smell tends to cling to your clothes and you smell it at home for a long while afterwards.

Comments marked with an asterisk () are those mentioned in answer to the general questions on annoyances and irritations. All others were mentioned in answer to the specific question on cigarettes and smoking.

1003294496

VERBATIM LIST OF ANNOYANCES RELATED TO
CIGARETTES, SMOKE, AND SMOKERS (continued)

2. ODOR IS ANNOYING (continued)

I don't like smoking in the elevator. Even after a smoker leaves the elevator, the smoke still stays on and the elevator stinks. I don't think smoking should be allowed in public places.

The smell of smoke in public places.

The smoke and the smell it leaves afterwards.

I hate the smell of stale cigarettes.

Even the smoke itself bothers you -- I don't like the smell.

Smoking annoys me, the smell of cigarettes.

*Smell of cigarette smoke lingers for hours. Some people just smell bad because of it. Some people I hate to have over because the house smells for days.

You can smell it on your clothes afterwards, which is offensive.

Sometimes, when walking into a room, there is an odor I notice, a stale smell, like in a conference room where several have smoked.

Yes, the odor.

I don't like the smell of someone smoking cigarettes.

I don't like the smell of cigars.

Some cheap cigars stink.

Only the smell. After they are extinguished in an ashtray, they smell.

It leaves a stale smell in the room that's very annoying if you are a nonsmoker.

Yes, the aroma bothers me. I don't like the smell.

I can smell them (cigarettes) -- if someone next door or someone walking on the sidewalk in front of my house is smoking, I can smell it, especially when I have my sick headache -- my nose is super-sensitive.

3. SMOKE IS IRRITATING, ANNOYING (35 mentions)

*Makes me cough.

It irritates me, especially when it's in my face.

Only in the car when the windows are closed. The smoke seems to choke me when I'm closed up in the car.

When you're in a beauty shop and the smoke blows over to you -- it makes me cough.

It makes my eyes water.

Hate it. Don't want to be around people that smoke. I can't eat while people are smoking and it's hard for me to talk to people who are smoking.

It makes me cough.

1003294497

VERBATIM LIST OF ANNOYANCES RELATED TO
CIGARETTES, SMOKE, AND SMOKERS (continued)

3. SMOKE IS IRRITATING, ANNOYING (continued)

I have mild asthma. I am bothered by the smell of smoke in the drapes, etc.

Smoking annoys my wife. She can't stand the smoke. She has asthma.

Our one daughter has asthma and we have to leave places because smoke bothers her.

The smoke annoys me. It hurts my nose. My wife has a habit of smoking in bed, and that tears me up.

I have an allergy and cigarette smoke, even in public places, irritates my sinuses.

It affects my breathing. It pollutes the air. I just can't stand to be around it.

Only when the smoke gets in my eyes.

It makes me cough.

I don't smoke and I don't like to be around others who do. It has a nauseating effect.

I can't stay in a room where a lot of people are smoking. It chokes me.

The smoke hurts my eyes.

*Cigar smoke. It's very heavy smoke and it hurts my sinuses.

The smoke irritates my throat.

Too much cigarette smoke is irritating to my senses (sic), nose and throat.

*People smoking in public restaurants. Smoke irritates me.

Smoking annoys you.

I do not like smoking in a public building. It can affect me as much as the smoker in a smoke-filled room.

Yes, when I'm smoking and it's cold and I have to keep the windows up in the car.

The smoke is all I can think of. I think smoke bothers everybody.

I don't like the smoke.

I don't like the smoke.

Only if someone smokes in my bedroom -- that's the only place it bothers me. The bedroom is so enclosed.

When there are too many people smoking in one room. Too much smoke in the air gets to me.

Smoke.

The smoke annoys me. In the car, when the windows are up, or when someone puts a cigarette out and it's still burning and smoking.

When we go to play bingo, the ceilings are low and the smoke annoys us.

When too many people are smoking and smoke up the house or car.

*Cigarette smoke.

1003294498

VERBATIM LIST OF ANNOYANCES RELATED TO
CIGARETTES, SMOKE, AND SMOKERS (continued)

4. INCONSIDERATE SMOKERS (13 mentions)

*When eating out, I dislike people sitting blowing cigarette smoke at me.

*Having people blow cigarette smoke in your general direction.

I don't like people blowing smoke in my face and I let them know it.

*A man in the grocery store kept blowing his cigarette smoke in my direction.

For somebody to sit and blow it right in my face.

I object to people blowing smoke in my face.

I have had a laryngectomy and can't be near smoke. If people were more considerate, they would ask first if anyone objected to their smoking. I don't think people should be allowed to smoke in public places. It's also a fire hazard.

I am allergic to smoke, so it really annoys me when other people are smoking near me and the room isn't well ventilated. People should be more considerate of nonsmokers being in the same room with them. If they want to smoke, they should smoke outside.

People never ask if they can smoke in our home. They just come in and smoke.

*People that smoke cigarettes on a dance floor -- they're careless and you could easily be burned.

Being subject to smokers in close quarters, particularly those who are not careful of (where they deposit) their cigarettes and ashes.

The guy that lays a lighted cigarette in an ashtray and lets the smoke curl up.

I do dislike a smoker who throws a lighted cigarette out of his car window.

5. DON'T LIKE TO SEE PEOPLE SMOKING (.6 mentions)

Seeing a lady driving down the street with a cigarette hanging out of her mouth -- it just makes them look terrible.

I think people that smoke look ridiculous.

I hate to see the young people start up because it is a hard habit to kick.

Somebody that smokes one right after the other.

I hate to see young people smoking. It's bad for their health to start so young.

I hate to see other people smoke because I know it hurts them.

1003294499

VERBATIM LIST OF ANNOYANCES RELATED TO
CIGARETTES, SMOKE, AND SMOKERS (continued)

6. GENERAL AND MISCELLANEOUS MENTIONS (22 mentions)

Only that my health is bothered by my smoking too much.

I quit smoking last May because I thought I'd better after 50 years, and I still want a cigarette. When I smell it I want one, and that's irritating.

*Smoking when you have a cold. Smoking irritates me.

Sometimes I get sick from smoking too much.

When I smoke and it gets in my eyes, it bothers me.

*Smoking in general does annoy me.

*My husband smoking.

*I don't like smoking at all. I don't like people to smoke around me.

I just don't like it.

*Husband smoking annoys me.

*People who smoke.

*I had a fight with my wife. She was complaining about my cigar smoking.

*She (my wife) wants me to quit.

It's not so bad if they say, "the smoke bothers me," but it does bother me when the same person tells me it bothers me (being the smoker). I would be the one to make that decision, not them. I don't want other people to decide things for me.

Probably righteous nonsmokers; also, reformed smokers who preach non-smoking. Essentially, a person who is as bad as a reformed nonsmoker in preaching about yours and his health. It bothers me because it's a further infringement on individual rights.

When a nonsmoker has no consideration for a smoker, like not having ash-trays around or fanning their hands because of the smoke. People know I smoke in my home, and should be prepared for it if they come here. I'll air my house out before I have guests, but I'm not going to stop smoking for them.

*I am a nonsmoker and I don't appreciate people smoking around me.

*Smoking in public places.

*Health factor of cigarettes.

*While I was riding on the jitney, a man lit up a cigarette.

*Cigarette advertising. I don't think there should be any. It's been proven that it is so dangerous.

Advertisements that make smoking look glamorous or sexy irritate me. It isn't glamorous or anything and has nothing to do with sex, so why advertise it that way.

1003294500

SAMPLING PROCEDURE AND RESPONDENT CHARACTERISTICS

The objective of the sampling method was to select a well-dispersed group of approximately 200 adults from metropolitan areas in all parts of the United States. Twenty-five specific sample locations were selected -- from large and small metropolitan areas, from central cities and suburban areas. Locations were selected from areas included in the Response Analysis national probability sample. The total sample includes 103 primary sampling units, selected as follows:

1. The entire area of the coterminous United States was first divided into approximately 1,140 primary sampling units (PSU's). Each PSU is a well-defined geographic unit, usually a county or a group of counties with a minimum population of 50,000 in 1970. PSU's are of two general types: (1) metropolitan areas, or parts of metropolitan areas; and (2) other areas.
2. Thirty-eight large PSU's were included in the sample as self-representing primary areas. These include the 25 largest metropolitan areas in the United States.
3. All other PSU's were grouped into 65 strata, with an average stratum population of approximately 2,000,000 persons in 1970. Basic criteria used in the stratification procedure were:

Geographic division (within a stratum, all PSU's are in the same Census geographic division).

Metropolitan or nonmetropolitan character (with the exception of a few counties, strata consist entirely of metropolitan areas or entirely of other counties).

These two stratification features are employed in regional and community-size analysis.

Additional stratification criteria included population density, rate of population growth, and industrial characteristics.

4. One PSU was selected with probability proportionate to population size from each of the 65 strata that included two or more PSU's.

Each of the 103 primary areas (38 selected as self-representing areas, plus 65 selected as a result of the stratification procedure) is a relatively heterogeneous area. Most include city, town, suburban and rural residents. Some are primarily small town or rural but are several counties in size.

Within the primary areas of the national sample, we defined a set of 276 specific locations in metropolitan areas. From this group, 25 locations were selected for this developmental study to broadly represent the total U.S. in terms of community type, percent black residents, and geographic region.

1003294501

Interviewers were provided with a detailed map of the location and a specified starting point. Interviewers were also instructed in a systematic procedure for contacting households and selecting individuals for interview, as follows:

Listing and selecting households

Listing and interviewing should be done simultaneously. Go to the starting point of the first block on your map. Record the address of the first housing unit on your listing sheet before attempting to obtain an interview from that household.

After visiting the first household, continue to the next household in the first block. Proceed around the block in a clockwise manner until you have completed the assigned number of interviews, or until all of the housing units have been visited in that block. If necessary, proceed to the next block indicated on your map.

More blocks are indicated on your map that you will probably need for 8-12 interviews. If you happen to run out of blocks, please contact Response Analysis.

For this study it is not necessary to make any callbacks for interviews. Visit each household only once.

Detailed instructions define a housing unit for you and explain where to interview.

Selecting respondents for the interview

Men and women, 18 years old and over, are eligible for the interview. Use the following procedures to attain an even balance -- half of your interviews with men, and half with women.

It is particularly important that within your first 8 interviews, 4 should be with men, and 4 with women.

1. Begin by introducing yourself and asking for the youngest man at home, age 18 or over, who is available for the interview.
2. If there is no eligible male at home, ask for the youngest female, age 18 or over, who is available for the interview.
3. After you have completed 4 interviews with one sex (either male or female), continue by asking only for the other sex until 4 interviews have been completed with men and 4 with women.

After you have completed 8 interviews, continue interviewing with persons of either sex -- but try to maintain an even balance of interviews with men and women as you go along.

1003294502

As you do your listing and interviewing, please keep a record of each visit in the "Notes" column of your listing sheet. Designate the circumstances encountered at each housing unit, using the abbreviated code attached to the listing sheet. If an interview has been completed, please indicate whether it was a male or female respondent.

The number of completed interviews ranged from four to twelve per location. A summary of characteristics of survey respondents is presented on the following page.

1003294503

TABLE A1
CHARACTERISTICS OF SURVEY RESPONDENTS AND POPULATION ESTIMATES;
PHASE I OF DEVELOPMENTAL STUDY

	Sample Respondents ¹	Population Estimates ²
	(n = 207)	
<u>Total</u>	<u>100%</u>	<u>100%</u>
<u>Sex</u>		
Male	53%	49%
Female	47	51
<u>Marital status</u>		
Married	62%	60%
Single	22	17
Widowed, divorced, separated	14	13
No answer	2	
<u>Age</u>		
18-34 years	38%	38%
35-54 years	25	33
55 years and over	35	29
No answer	1	
<u>Education</u>		
Did not graduate from high school	26%	39%
High school graduate	35	36
Some college	27	12
College graduate or more	12	13
<u>Employment status</u>		
Not employed outside of the house	36%	39%
Employed part-time (less than 30 hours/week)	14	8
Employed full-time (30 hours or more/week)	43	48
Unemployed, looking for work	6	4
<u>Geographic region</u>		
Northeast	25%	24%
North Central	17	27
South	27	32
West	31	17
<u>Smoking status</u>		
Never smoked cigarettes	39%	45%
Former cigarette smoker	16	21
Current cigarette smoker	44	34

¹Sample respondents were selected from metropolitan areas.

²Population estimates are for total U.S. Smoking status estimates are from Adult Use of Tobacco - 1975, U.S. Department of Health, Education and Welfare. All other population estimates are from Current Population Reports of the Bureau of the Census for 1975.

1003294504

In which of the following groups would your age fall? You can just read me the number in front of your answer.

- 1 18-24 years
- 2 25-34 years
- 3 35-44 years
- 4 45-54 years
- 5 55-64 years
- 6 65 years and over

What was the last grade of school that you completed?

- 1 Did not graduate from high school
- 2 High school graduate
- 3 Some college
- 4 College graduate or more

To which one of the following employment groups do you belong?

- 1 Not employed outside of the house
- 2 Employed part time (less than 30 hours per week)
- 3 Employed full time (30 hours or more per week)
- 4 Unemployed, looking for work

1003294505

Which of the statements on this card best describes you?

- 1 Never smoked cigarettes (never smoked as many as 100 cigarettes [5 packs] in my entire life)
- 2 Former cigarette smoker (smoked 100 or more cigarettes in my life, but I do not smoke cigarettes now)
- 3 Current cigarette smoker

1003294506

Response Analysis Corporation
Princeton, New Jersey

RAC 3897 36
122876

NATIONAL ACTIVITIES QUESTIONNAIRE

We are studying the kinds of things that happen to people on a day-to-day basis. Some of the things we will talk about are common, everyday occurrences; others might happen only once in a while.

1. To begin, tell me about your day yesterday. In a general way, tell me what you did from the time you got up until the time you went to bed last night.

2. What happened to you yesterday that was especially pleasant?

3. What happened to you yesterday that was especially unpleasant?

4. Most people have some things that annoy them, perhaps things they might see or hear other people doing, or other things they might see, hear, feel, or smell.

What about yesterday -- what specific things happened to annoy you yesterday?

SEE SUGGESTED PROBES AT TOP OF NEXT PAGE. USE BACK OF THIS SHEET AND TOP OF NEXT PAGE TO COMPLETE ANSWER.

1003294507

SUGGESTED PROBES:

Any kind of minor annoyance at all ...

Something that annoyed you all day or just for a few seconds ...

What other things bothered or irritated you yesterday?

5. What about other things that might not have happened yesterday -- but that annoy you from time to time. What specific things can you think of? They might happen frequently or just once in a while.

SUGGESTED PROBES:

How about things at home ...

while traveling ...

at work ...

in public places ...

other places ...

6. What we are doing is putting together a list of things that annoy people, and we want to make it as complete as possible. Can you mention other circumstances or situations which bother or irritate you? (What other things?)

- *7. Is there anything about cigarettes or cigarette smoking that annoys you? (What else about cigarettes or cigarette smoking?)

**This question appeared in the questionnaire for only one-half of the interviewing locations. All other questions were identical in the two forms of the questionnaire.*

1003294508

I would like to finish the questionnaire with a few background questions.

B1. What is your marital status?

- 1 MARRIED
- 2 SINGLE
- 3 WIDOWED, DIVORCED, SEPARATED

HAND RESPONDENT EXHIBIT CARD, SIDE A

B2. In which of the following groups would your age fall? You can just read me the number in front of your answer.

- 1 18-24 YEARS
- 2 25-34 YEARS
- 3 35-44 YEARS
- 4 45-54 YEARS
- 5 55-64 YEARS
- 6 65 YEARS AND OVER

B3. What was the last grade of school that you completed?

- 1 DID NOT GRADUATE FROM HIGH SCHOOL
- 2 HIGH SCHOOL GRADUATE
- 3 SOME COLLEGE
- 4 COLLEGE GRADUATE OR MORE

B4. To which one of the following employment groups do you belong?

- 1 NOT EMPLOYED OUTSIDE OF THE HOUSE
- 2 EMPLOYED PART TIME (LESS THAN 30 HOURS A WEEK)
- 3 EMPLOYED FULL TIME (30 HOURS OR MORE A WEEK)
- 4 UNEMPLOYED, LOOKING FOR WORK

B5. One final question. Which of the statements on the other side of the card best describes you (SIDE B)?

- 1 NEVER SMOKED CIGARETTES (NEVER SMOKED AS MANY AS 100 CIGARETTES [5 PACKS] IN MY ENTIRE LIFE)
- 2 FORMER CIGARETTE SMOKER (SMOKED 100 OR MORE CIGARETTES IN MY LIFE, BUT I DO NOT SMOKE CIGARETTES NOW)
- 3 CURRENT CIGARETTE SMOKER

TAKE BACK EXHIBIT CARD

B6. Thank you very much for your help.

Just for interview verification purposes, may I have your name and phone number, please?

RESPONDENT'S NAME

()
AREA CODE

PHONE NUMBER

INTERVIEWER: RECORD THE FOLLOWING INFORMATION

B7. SEX:

- 1 MALE
- 2 FEMALE

B8. DAY OF WEEK INTERVIEW COMPLETED:

- 1 SUNDAY
- 2 MONDAY
- 3 TUESDAY
- 4 WEDNESDAY
- 5 THURSDAY
- 6 FRIDAY
- 7 SATURDAY

B9. INTERVIEW LOCATION NUMBER: _____

B10. DATE: _____

B11. LENGTH OF INTERVIEW: _____ MINUTES.

B12. INTERVIEWER'S SIGNATURE: _____

1003294509

QUESTIONNAIRE INSTRUCTIONS FOR INTERVIEWERS

The purpose of this study is to develop a list of things that annoy people. In fact, respondents are told this in Q. 6. By combining the answers of people all over the country, we expect the result to be a rather complete list of annoyances.

From our pretest we learned that most respondents are able to talk about many things which annoy or irritate them, but they do not recite a string of annoyances on cue as they would recite the alphabet. The interviewer must do a thorough job of probing to get a complete answer.

Thus, your job is to probe for specific responses. The questionnaire and these instructions list some acceptable probes and show the level of detail necessary for this study. Be careful in your probing not to bias the responses by suggesting things that might be annoying.

- Q. 1 Respondents are asked to talk briefly about what they did yesterday in terms of general activities. This question starts the respondent talking about some things unique, familiar, and non-threatening, and leads in to the next question.

A great deal of detail is not needed in this question. A general description of the day is adequate. These are often just everyday kinds of things -- not necessarily anything special.

<u>Inadequate</u>	<u>Adequate</u>	<u>Too much detail</u>
Got up	Got up	Got up
Went to work	Got dressed	Put on blue suit, red tie,
Came home	Had coffee	brushed teeth, shaved,
Went to bed	Drove for my car pool	combed hair
	Worked	Went downstairs
	Took a late lunch	Had breakfast of coffee
	Worked til 5	with cream and sugar
	Drove home	Drove Ford for car pool
	Had dinner	Picked up Joe, then Harry
	Did dishes	Took Route 80 to Exit 17A
	Watched TV	Etcetera
	Went to bed	

- Q. 2 This question asks about something pleasant that happened yesterday. This is usually an easy question for the respondent. One or two items about pleasant events are adequate. Probe as necessary to get specific responses.

EXAMPLE

Answer: My job was pleasant yesterday.

Suggested probe: In what way was your job pleasant?

Possible responses: There wasn't much work to do.

The weather was nice.

My boss was in a good mood.

Everyone got a 3% raise.

They had cleaned my office.

1003294510

Q. 3-6 These questions ask the respondent to talk about things that are unpleasant, annoying, or irritating. As you ask these questions, keep two things in mind:

Be specific.

Be thorough in your probing.

General answers are not very helpful. Specific annoyances are needed. Some examples should clarify what is meant by "be specific."

Answer: My car bothers me.

Suggested probe: What is it about your car that bothers you?

Possible responses: It's always breaking down.

The cost of repairs.

I can't depend on it to be in running condition.

It's always littered with trash.

Answer: The news on the television irritates me.

Suggested probe: How is it irritating to you?

Possible responses: My husband has to watch it before dinner.

Too much violence.

In the early evening it is all that is on.

The reporting is biased.

Our reception is poor -- our antenna is broken.

Answer: The supermarket is always a problem.

Suggested probe: In what way is it a problem?

Possible responses: They never have what I want.

It is always dirty.

The lines are too long.

The prices are too high.

I buy things I don't need.

Some other probes you can use to help respondents to be specific include:

What do you mean by that?

Could you give me an example?

Could you be more specific?

1003294511

To "be thorough" means that the respondent should consider all the different situations and circumstances that might be annoying or bothersome. The questions and probes in the questionnaire help to do this.

The questionnaire asks about:

- Seeing or hearing other people
- Seeing, hearing, feeling, smelling
- Yesterday, before yesterday
- Minor and major annoyances
- Things that annoy all day or for a few seconds
- Occasional and frequent annoyances
- At home, while traveling, at work, in public places

Be thorough. Use probes such as those suggested during every interview.

*Q. 7 This is an additional question which asks specifically about cigarettes or cigarette smoking. Once again, it is important to be specific and to be thorough.

Q. B1- B6 These are background questions. Explain, as necessary, that they are used only for statistical purposes. Answers are never connected to specific individuals. Use Side A of the exhibit card for Q. B2-B4. Use Side B for question B5.

Q. B7-B12 These questions are not asked of the respondent, but should be completed by the interviewer immediately following the interview.

**This note on Q. 7 was part of the instructions only for those interviewers whose questionnaires included the special question on cigarettes and cigarette smoking. All other instructions were identical for the two groups of interviewers.*

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